

## Concordia Pharmaceuticals Kapvay Call Guide

1.0	Greeting	<p>Good [morning/afternoon]. This is &lt;Insert Agent Name&gt; calling on behalf of <i>Concordia Pharmaceuticals</i>. Is this the office of &lt;Insert Target Prescriber name&gt;?</p> <p>I have some information to share with &lt;Insert Prescriber name&gt; about KAPVAY, a treatment for ADHD, and this call may be recorded for quality assurance. Is &lt;Insert Prescriber name&gt; available for a brief moment?</p> <p><b>Agent Notes:</b> <i>If Target is not available</i>  <i>Is there a better time to try to reach &lt;Insert Target Prescriber name&gt;?</i>  <i>Is there a key point person who works with patients prescribed KAPVAY available?</i></p>
2.0	Prescriber Intro	<p>Hi &lt;Insert Prescriber name&gt;. This is &lt;Agent Name&gt; calling on behalf of <i>Concordia Pharmaceuticals</i>.</p> <p>Please note, this call may be recorded for quality assurance.</p> <p>I am calling today about KAPVAY, a treatment for ADHD. Can you tell me, &lt;Insert Prescriber name&gt;, do you have ADHD patients that do not respond to stimulant monotherapy alone?</p>
3.0	Clinical Staff Intro	<p>Hi &lt;Insert Clinical Staff name&gt;. This is &lt;Agent Name&gt; calling on behalf of <i>Concordia Pharmaceuticals</i>.</p> <p>Please note, this call may be recorded for quality assurance.</p> <p>I am calling today about KAPVAY, a treatment for ADHD.</p>
4.0	Office Champion Intro	<p>Hi &lt;Insert Office Champion name&gt;. This is &lt;Agent Name&gt; calling on behalf of <i>Concordia Pharmaceuticals</i>.</p> <p>Please note, this call may be recorded for quality assurance.</p> <p>I am calling today about KAPVAY, a treatment for ADHD.</p>
5.0	Clinical Message	<p><b>If prescriber:</b>  I'd like to thank you for prescribing KAPVAY and to mention a few reminders about KAPVAY.</p> <p><b>If non-prescriber:</b>  I'm calling to mention a few reminders about KAPVAY.</p> <ul style="list-style-type: none"> <li>Up to 30% of patients with ADHD do not respond to stimulant monotherapy alone</li> <li>In an Add-On trial in which Kapvay was added to stimulant therapy, Kapvay demonstrated efficacy at week 5 (primary end point as measured by the ADHD RS-IV Total score) with statistically significant symptom improvement seen as early as week 2.</li> <li>Doses should be taken twice a day, with either an equal or higher split dosage being given at bedtime.</li> </ul> <p>Adverse events in the Add-On trial were generally mild to moderate and were unaffected by the concomitant stimulant (amphetamine or methylphenidate).</p> <p>More patients in the stimulant alone group discontinued treatment than in the Kapvay + Stimulant group (4.2% vs. 1%).</p> <p><b>Agent Note:</b> <i>For prescribers, preface your message with a phrase like, "Dr., I'm sure you are aware that . . . ."</i></p>

## Concordia Pharmaceuticals Kapvay Call Guide

6.0	Non-Clinical Staff Message	<p>&lt;Insert Contact name&gt; I was calling today to speak with a member of the clinical staff or someone who works with patients who are treated with KAPVAY, a medication used to treat ADHD.</p> <p>Could you tell me the best time to call back to speak with the doctor or another clinical staff member?</p> <p><b>Agent Note:</b> Gather name, title/role, best time to call back, and the direct phone number if available for the contact person you will be following up with.</p>
7.0	Universal Offer of Copay Cards	<p>As an office that treats patients with KAPVAY I'd like to share a valuable resource for Kapvay that will benefit your patients.</p> <p>KAPVAY® has a coupon program that provides cost savings—no co-pay for your patients first fill then pay as little as \$10 on their next 11 refills!</p> <p>Do you have any patients that could benefit from that?</p> <p>I will send you some copay cards you can give to your patients, but in the meantime you can direct your patients to our website where they can print the copay card:</p> <p><a href="http://www.kapvay.com/copay_card_details.html">http://www.kapvay.com/copay_card_details.html</a></p> <p><b>Agent Notes:</b> Make note of alternate contact provided and call office back to speak with that person. Refer to FAQs for additional info about the Copay Card resource.</p>
8.0	Prescriber – Program Overview Offer	<p>I would like to fax you a brief and informative one page overview of the benefits of KAPVAY along with my contact information. Would that be ok?</p> <p><b>Agent Note:</b> If interested in fax of the Program Overview, confirm fax number.</p>
9.0	NonPrescriber – Program Overview Offer	<p>I would like to fax you a brief and informative one page overview of the benefits of KAPVAY along with my contact information. Would that be ok?</p> <p>Would you be willing to share this information with &lt;Insert Prescriber Name&gt;? Is there anyone else in the office that prescribes KAPVAY that may benefit from this information?</p> <p><b>Agent Note:</b> If interested in fax of the Program Overview, confirm fax number.</p>
10.0	ISI Transition	<p>I can email the full prescribing information for Kapvay or you can also access it at the Kapvay website <a href="http://www.kapvay.com">www.kapvay.com</a>. Which do you prefer?</p>
11.0	Voicemail Message	<p>Hi, this is &lt;Insert Agent Name&gt;, calling on behalf of Concordia Pharmaceuticals. I'm calling to share some information about KAPVAY, a treatment for ADHD.</p> <p>You can call me back at xxx-xxx-xxxx, Monday through Friday, 9am to 5:30pm Eastern Time. Thank you.</p>